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In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

Filed: January 25, 2001

Examiner: TBA

For: METHOD AND APPARATUS FOR
ACCESSING ELECTRONIC DATA
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-015

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

SUPPLEMENTAL PRELIMINARY AMENDMENT

Prior to substantive review of the subject application,
please amend as follows:

IN THE CLAIMS

Please cancel claims 1-167. Please add the following new
claims:

168. A system for displaying programming to a user, the system
comprising:

a printed advertisement having at least one machine
recognizable feature;

a feature recognition unit having associated therewith
a means for recognizing said feature and a means
for transmitting a coded signal in response to the

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

recognition of said feature;

an intelligent controller having associated therewith a

means for accessing said programming material in

response to receiving said coded signal; and

a display unit for presenting said programming

material.

169. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said feature recognition unit.

170. A system as defined in claim 169 wherein said data link comprises an image data link.

171. A system as defined in claim 169 wherein said data link comprises a video data link.

172. A system as defined in claim 169 wherein said data link comprises a programming data link.

173. A system as defined in claim 169 wherein said data link

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

comprises a sound data link.

174. A system as defined in claim 169 wherein said data link comprises an online data link.

175. A system as defined in claim 169 wherein said data link comprises an online shopping data link.

176. A system as defined in claim 169 wherein said data link comprises a pictorial data link.

177. A system as defined in claim 169 wherein said data link comprises an electronic data link.

178. A system as defined in claim 169 wherein said data link comprises an electronic media link.

179. A system as defined in claim 169 wherein said data link comprises an "information superhighway" data link.

180. A system as defined in claim 179 wherein said "information

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

superhighway" data link comprises the internet.

181. A system as defined in claim 179 wherein said "information superhighway" data link comprises the world wide web.

182. A system as defined in claim 179 wherein said "information superhighway" data link comprises a computer network.

183. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ISDN network.

184. A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.

185. A system as defined in claim 179 wherein said "information superhighway" data link comprises a CATV line.

186. A system as defined in claim 179 wherein said "information superhighway" data link comprises a local area network.

187. A system as defined in claim 179 wherein said "information

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

superhighway" data link comprises a wide area network.

188. A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

189. A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

190. A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

191. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.

192. A system as defined in claim 179 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

193. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.

194. A system as defined in claim 179 wherein said "information superhighway" data link comprises a RF cellular network.

195. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.

197. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

198. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

205. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

206. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

208. A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

213. A system as defined in claim 168 wherein said at least one

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

machine recognizable feature comprises a code.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

220. A system as defined in claim 168 wherein said programming material comprises information.

221. A system as defined in claim 168 wherein said programming material comprises a service.

222. A system as defined in claim 221 wherein said service includes displaying promotional programming on said display unit of said user.

223. A system as defined in claim 221 wherein said service includes conducting an interaction with said user via a telephone.

224. A system as defined in claim 221 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

225. A system as defined in claim 168 wherein said display unit comprises a personal computer.

226. A system as defined in claim 225 wherein said personal computer comprises a laptop computer.

227. A system as defined in claim 168 wherein said display unit comprises a television.

228. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

229. A system as defined in claim 228 wherein said device containing a microprocessor is hand-held.

230. A system as defined in claim 228 wherein said device containing a microprocessor is portable.

231. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

232. A system as defined in claim 168 wherein said display unit comprises an internet appliance.

233. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

234. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

235. A system as defined in claim 168 wherein said display unit comprises a simulated book.

236. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

237. A system as defined in claim 168 wherein said display unit comprises a web-based television.

238. A system as defined in claim 168 wherein said display unit comprises a pager.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

239. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

240. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

241. A system as defined in claim 240 wherein said recognition unit is linked to a personal computer.

242. A system as defined in claim 240 wherein said recognition unit is linked to a wireless interface.

243. A system as defined in claim 242 wherein said wireless interface comprises a wireless network.

244. A system as defined in claim 243 wherein said wireless network comprises a cellular network.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

245. A system as defined in claim 242 wherein said wireless interface comprises a cellular telephone.
246. A system as defined in claim 242 wherein said wireless interface comprises a pager.
247. A system as defined in claim 242 wherein said wireless interface comprises a wireless personal computer.
248. A system as defined in claim 242 wherein said wireless interface comprises a personal digital assistant.
249. A system as defined in claim 240 wherein said recognition unit is linked to a personal digital assistant.
250. A system as defined in claim 240 wherein said recognition unit is linked to an Internet appliance.
251. A system as defined in claim 240 wherein said recognition unit is linked to a television set.

PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

252. A system as defined in claim 240 wherein said recognition unit comprises a portion of a cellular telephone.

253. A system as defined in claim 240 wherein said recognition unit comprises a portion of a personal digital assistant.

254. A system as defined in claim 240 wherein said recognition unit comprises a portion of a remote control unit.

255. A system as defined in claim 240 wherein said recognition unit comprises a portion of a handwriting implement.

256. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within an advertisement;

scanning said machine recognizable feature of said advertisement; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is

PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

related to said advertisement.

257. The method of claim 256 wherein said communication link includes the Internet.

258. The method of claim 256 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

259. A method of providing a user access to supplemental programming material associated with a advertisement, comprising the steps of:

imprinting a machine recognizable feature within said advertisement wherein said machine recognizable feature has associated therewith a command sequence for accessing

**PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

programming material;

scanning said machine recognizable feature within said advertisement and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server;
and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said advertisement.

260. The method of claim 259 wherein said programming material comprises multimedia.

261. The method of claim 259 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of

PATENT

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PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REMARKS

Applicant respectfully submits that claims 168-261 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

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Respectfully submitted,



John W. Olivo, Jr.
Reg. No. 35,634
WARD & OLIVO
382 Springfield Avenue
Summit, New Jersey 07901
(908) 277-3333